

Rep Order# 6868328 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 217784 Printed: 10/26/2012 11:18 AM 1 of 2  
 EC'd Yes Last Received: 10/26/2012 9:37 AM Showing Buylines: All Lines

Station WISH-TV INDIANAPOLIS, IN  
 Advertiser ( ) DSCC IE  
 Product DSCC IE  
 Estimate# 2243  
 Buyer Meredith Kaufman  
 Phone#  
 Fax#

Agency ( ) GREAT AMERICAN MEDIA  
 3050 K ST NW  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 49/53/2243  
 Flight Dates 10/23/2012 - 10/29/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) KATE BRADY  
 Salesperson Phone# 215-567-6005  
 Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---  
 SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M	6A-7A	DAYBREAK @ 6	:30	\$650.00	10/29-10/29	1	1	1	\$650.00	
	2	M	8A-9A	CBS THIS MORNING	:30	\$150.00	10/29-10/29	1	1	1	\$150.00	
	3	SU	6A-9A	DAYBREAK SUNDAY	:30	\$350.00	10/28-10/28	1	1	1	\$350.00	
	4	M	9A-10A	INDY STYLE	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
	5	SU	9A-1030A	CBS SUNDAY MORNING NEWS	:30	\$1,500.00	10/28-10/28	1	1	1	\$1,500.00	
	6	M	6P-630P	WISH-TV NEWS 8 AT 6	:30	\$1,200.00	10/29-10/29	1	1	1	\$1,200.00	
	7	SU	6P-7P	WISH-TV 6P NEWS WEEKEND	:30	\$800.00	10/28-10/28	1	1	1	\$800.00	
	8	M	7P-730P	INSIDE EDITION	:30	\$850.00	10/29-10/29	1	1	1	\$850.00	
	9	M	10P-11P	HAWAII FIVE-O	:30	\$4,000.00	10/29-10/29	1	1	1	\$4,000.00	
	10	SU	11P-1130P	WISH-TV NEWS 8 @ 11	:30	\$1,500.00	10/28-10/28	1	1	1	\$1,500.00	
	11	M	1135P-1235A	DAVID LETTERMAN	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	
	12	SA	330P-7P	CBS COLLEGE FOOTBALL	:30	\$700.00	10/27-10/27	1	1	1	\$700.00	

---REPORT TOTALS---

Station	WISH-TV INDIANAPOLIS, IN	Agency	( ) GREAT AMERICAN MEDIA	Rep Firm	( ) PHILADELPHIA
Advertiser	( ) DSCC IE		3050 K ST NW	Sales Office	( ) KATE BRADY
Product	DSCC IE		WASHINGTON, DC 20007	Salesperson	
Estimate#	2243		Agency C/P1/P2/E	49/53/2243	
Buyer	Meredith Kaufman		Flight Dates	10/23/2012 - 10/29/2012	
Phone#			Hiatus Weeks		
Fax#					
Report Totals:	12 / \$12,450.00				

---SALES MONTHLY TOTALS---

Oct 12:	5 / \$4,850.00	Nov 12:	7 / \$7,600.00
Sales Totals:	12 / \$12,450.00		
Station Totals:	12 / \$12,450.00		
Lines not sent/rcld/rtn:	0 / \$0.00		

---COMPETITIVE---

Market Totals	\$12,450	CABL	0%	WISH	100%	WNDX	0%	WRTV	0%	WTHR	0%
		WTTV	0%	WXIN	0%						

Books	null
Demos	RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

---CREDIT RISK---

CASH IN ADVANCE

# Spot Manager: All, 10/27/12-10/29/12

Station	Advertiser	Product	Estimote	Order Inventory	Description	Time Period	Length	Date	Air Time	Inv. Code (Placed)	Rate	Ad-ID	Priority
Alt Order #: 06868328													
WISH	POL/DSCC IE	DSCC IE	2243	NCAA Football		(3:30:00 PM-7:00	:30	10/27/12	5:16:18 PM NCAA Football		\$700.00		P2
WISH	POL/DSCC IE	DSCC IE	2243	Daybreak Sunday		558-9a	:30	10/28/12	Daybreak Sunday		\$350.00		P2
WISH	POL/DSCC IE	DSCC IE	2243	News 8 @ 11 Sunday		11-1130p	:30	10/28/12	LN Su		\$1,500.00		P2
WISH	POL/DSCC IE	DSCC IE	2243	CBS Sunday Morning		558-7p	:30	10/28/12	News 8 Weekend/s		\$800.00		P1
WISH	POL/DSCC IE	DSCC IE	2243	CBS Sunday Morning		858-1030a	:30	10/28/12	CBS Sunday Morni		\$1,500.00		P1
WISH	POL/DSCC IE	DSCC IE	2243	Daybreak @ 6		558-7a	:30	10/29/12	Daybreak @ 6		\$650.00		P2
WISH	POL/DSCC IE	DSCC IE	2243	CBS This Morning @8		8-9a	:30	10/29/12	CBS This Morning		\$150.00		P3
WISH	POL/DSCC IE	DSCC IE	2243	News 8 @6		558-630p	:30	10/29/12	News 8 @6		\$1,200.00		P1
WISH	POL/DSCC IE	DSCC IE	2243	Indy Style		858-10a	:30	10/29/12	Indy Style		\$250.00		P3
WISH	POL/DSCC IE	DSCC IE	2243	David Letterman		1135p-1237a	:30	10/29/12	David Letterman		\$500.00		P3
WISH	POL/DSCC IE	DSCC IE	2243	Inside Edition		658-730p	:30	10/29/12	M-F 7-730p		\$850.00		P2
WISH	POL/DSCC IE	DSCC IE	2243	Monday 10-11p		958-11p	:30	10/29/12	Mon Hour 3		\$4,000.00		P2
											\$12,450.00		
											\$12,450.00		

[Filtered by: ] [Sorted by: Alt Order #]

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location	Date
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I, Maura Gilroy  
do hereby request station time concerning the following issue:

Democratic Senatorial  
Campaign Committee

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges: \$

This broadcast time will be used by: \_\_\_\_\_

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Economy

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

DSCC - Brian Smoot, Exec Director

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):  
120 Maryland Ave NE DC 20002

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

\_\_\_\_\_  
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
Signature Printed Name Title

## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any  
Political Matter of National Importance

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
	AS	ORDERED			

Total Charges:

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (Identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.